

ALEX FREEMAN

GRAPHIC DESIGN

EXPERIENCE

Art Director (July 2009 - Present) **Milani Cosmetics**

-Concept development / production / project management.
-Projects include in-store graphics, packaging, point of purchase displays, sell-sheets, product brochures, web graphics, product photography, digital retouching, product logos, and catalogs. As well as managing my own projects, I am also responsible for a team of two other in-house designers, an outside design firm and a digital retoucher. Some of Milani's biggest accounts include: Walmart, Target, CVS, Walgreens, KMART, Sears, and Fred Meyer.

Graphic Design Internship (January 2009 - April 2009) **Ed Hardy**

-Concept development and production.
-Projects included point of purchase displays for air fresheners, disposable products, baby products, camping products, first aid products, drinking water, tea, home air fresheners, car products, and apparel.

Graphic Design Internship (October 2008 - December 2008) **JUVE Creative**

-Concept development and production.
-Projects included advertising design, brochure design, technical vector illustrations, product photography, and general office duties.

Graphic / Web Designer / Quality Control Specialist (December 2005 - July 2009) **Palmer Income Tax & Insurance**

-Redesigned the company website to give it a clean, contemporary look and enhance interactivity. With the new website, customers and prospective clients can now acquire a free insurance quote online as well as communicate directly with the customer service team.
-Designed promotional materials including pens, banners, mugs, bags, flyers, and door hangers for both Spanish and English speaking demographics.
-Oversaw quality control of all printed materials and ensured proper file maintenance in order to meet industry standard pre-press requirements.

FREELANCE

Health and Beauty Package Design (4/1/09 - 4/28/09) **The Graphic Design Studios**

-Designed labels and packaging for a men's and women's line of products including shampoo, soap, body lotion, body wash, and hair pomade.

Copywriting, Photography, and Multi-Page Layout (7/21/08 - 9/19/08) **The Art Institute of California Orange County**

-Helped design, write, and take photography for the quarterly "Portfolio" magazine published by The Art Institute of California Orange County. The magazine is designed to be used as a marketing vehicle for The Art Institute and showcases the most successful work, students, and alumni for each quarter.

EDUCATION

Bachelors of Science (With Honors) in Graphic Design March 2009 - The Art Institute of California Orange County

Bachelors of Arts in Philosophy June 2005 - University of California Santa Cruz

COMPUTER SKILLS

Adobe Creative Suite, Microsoft Office, Digital Photography.